IN THE CLAIMS:

Please cancel claims 1-54 and enter the following new claims:

1-54 (canceled)

55. (new) A method of producing a pattern on a surface of a substrate, the method comprising the steps of:

(a) applying a patterned coat of a binder material to the surface of a substrate; and

(b) applying a dry pigment material to the surface of the binder material, the pigment material comprising flakes of a cholesteric liquid crystal material, the pigment material adhering to the binder material;

wherein steps (a) and (b) are performed using a printer selected from the group consisting of xerographic and laser printers.

56. (new) The method of claim 55 further comprising:

repeating steps (a) and (b) a plurality of times to build up a multipigmented pattern.

57. (new) The method of claim 55 wherein the binder material comprises a fluid material.

58. (new) The method of claim 55 wherein the binder material comprises a fusible material.

59. (new) The method of claim 55 wherein the binder material comprises a radiation curable material.

60. (new) The method of claim 55 wherein the binder material comprises a mixture, the mixture comprising a non-volatile and a volatile solvent.

61. (new) The method of claim 55 further comprising the step of:

(c) mechanically working the surface of the binder to align the flakes in a direction that is substantially parallel thereto.

62. (new) The method of claim 61 wherein the step (c) comprises the step of rolling the surface of the binder material.

63. (new) The method of claim 61 wherein the step (c) comprises the step of buffing the surface of the binder material.

64. (new) The method of claim 55 wherein the flakes of cholesteric liquid crystal material comprise a non-linear pitch distribution to reflect a broad band of light.

65. (new) The method of claim 55 further comprising the step of:

(c) applying a protective coating over the dry pigment material.

66. (new) A method of producing a pattern on a surface of a substrate, the method comprising the steps of:

(a) applying a patterned coat of a binder material to the surface of a substrate;

(b) applying a dry pigment material to the surface of the binder material, the pigment material comprising flakes of a cholesteric liquid crystal material, the pigment material adhering to the binder material; and

(c) repeating steps (a) and (b) a plurality of times of times to build up a multipigmented pattern;

wherein steps (a) and (b) are performed using a printer selected from the group consisting of ink jet printers, bubble jet printers, xerographic printers, and laser printers.

67. (new) The method of claim 66 wherein the binder material comprises a fluid material.

68. (new) The method of claim 66 wherein the binder material comprises a fusible material.

69. (new) The method of claim 66 wherein the binder material comprises a radiation curable material.

70. (new) The method of claim 66 wherein the binder material comprises a mixture, the mixture comprising a non-volatile and a volatile solvent.

71. (new) The method of claim 66 further comprising the step of:

(d) mechanically working the surface of the binder to align the flakes in a direction that is substantially parallel thereto.

72. (new) The method of claim 71 wherein the step (d) comprises the step of rolling the surface of the binder material.

73. (new) The method of claim 71 wherein the step (d) comprises the step of buffing the surface of the binder material.

74. (new) The method of claim 66 wherein the flakes of cholesteric liquid crystal material comprise a non-linear pitch distribution to reflect a broad band of light.

75. (new) The method of claim 66 further comprising the step of:

(d) applying a protective coating over the dry pigment material.

76. (new) A method of producing a pattern on a surface of a substrate, the method comprising the steps of:

(a) applying a patterned coat of a binder material to the surface of a substrate;

(b) applying a dry pigment material to the surface of the binder material, the pigment material comprising flakes of a cholesteric liquid crystal material, the pigment material adhering to the binder material; and

(c) repeating steps (a) and (b) a plurality of times of times to build up a multipigmented pattern;

(d) mechanically working the surface of the binder to align the flakes in a direction that is substantially parallel thereto;

wherein steps (a) and (b) are performed using a printer selected from the group consisting of ink jet printers, bubble jet printers, xerographic printers, and laser printers; step (d) is performed using a technique selected from the group consisting of rolling the surface of the binder material and buffing the surface of the binder material; and

wherein the flakes of cholesteric liquid crystal material comprise a non-linear pitch distribution to reflect a broad band of light.

77. (new) The method of claim 76 wherein the binder material comprises a fluid material.

78. (new) The method of claim 76 wherein the binder material comprises a fusible material.

79. (new) The method of claim 76 wherein the binder material comprises a radiation curable

material.

80. (new) The method of claim 76 wherein the binder material comprises a mixture, the mixture comprising a non-volatile and a volatile solvent.

81. (new) The method of claim 76 further comprising the step of:

(e) applying a protective coating over the dry pigment material.